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THE FUTURE IS TODAY!

Disney Productions has announced intentions to build an Experimental Prototype City of Tomorrow as part of its development near Orlando.

Florida will thereby be host to this most advanced study in urban development of our times. The eyes of world planners and others involved in the study of human development will be upon this experiment. Evaluations of the effects of this herculean experiment may well write the handbook on design of our future cities.

However, we hasten to point out that controlled physical environment, the EPCOT goal, is only a part of the total climate needed for a successful living atmosphere. As our population becomes more urbanized and concentrated, more controls or laws are needed, more publicly supported services are required. We live more by regulation, and the quality and wisdom of these regulations and laws becomes increasingly more important. As our laws and the need for them become more complex, so the cost of government rises. The efficiency of our tax dollar requires ever closer scrutiny.

By strange paradox, at the same time Disney was announcing this great experiment in the city of tomorrow, Florida was, through a combination of circumstances, being given an opportunity to reorganize its operation into a model government.

Witness the conditions extant:

- A new governor, admittedly unconventional and without political background, calling for a renaissance of the free enterprise system by stating "government never built anything but empires; free enterprise builds government."
- A court decision requiring absolute "one man - one vote" elections.
- A new legislature which will, for the first time in history, be elected by the urban population.
- A completely new constitution pending action by

the legislature and the electorate.

In other words —

No longer can representatives of the urban majority population blame the stranglehold of the minority block "pork choppers" for their lawmaking.

No longer should the governor have to be beholden to vested interests for his political life.

No longer can the electorate majority blame mal-apportionment for its lackadaisical attitude at the polls.

The people of Florida now have the fate of their state at their fingertips—in the polling booth. They have the privilege of grinding out the course of destiny.

We now have all the ingredients to produce a state government that would be the envy of our nation—a true prototype state of tomorrow, ready to cope with all the confusions which can be expected to grow out of the population shifts and explosions created by a dynamic new world.

Are we going to get to work and plan it properly? Or sit idly by and just let it happen?

For starters, why not create a statewide planning agency with broad responsibilities to look into every phase of our physical environment. To coordinate the growth of our communities. To advise the Road Department on future growth areas and road needs. To establish building standards. In general to improve the appearance of our state and make tax dollars more efficient.

To head this operation, we will suggest that the legislature, in the new constitution, create a cabinet level post to be known as the Secretary of Urban Affairs. The legislature should also require this office be held by one who by nature, education and experience is schooled in the planning of human environment.

This would only be a beginning, but it would be a giant stride in the direction of creating an orderly planned state, in which we can all enjoy living.



HILLIARD T. SMITH, JR., AIA

THE PRESIDENT'S MESSAGE



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PRIMITIVE ARCHITECTURE and the FLORIDA VERNACULAR

A Photographic Essay

14-18

and Back Cover

FRONT COVER — Introduction to a photographic essay of the evolution and form of the Early Florida House, which begins on page 14. Top photo is a one-cell with fireplace, 3 sides, porch . . . Log House 1830. Also on front cover is the plan of this house.

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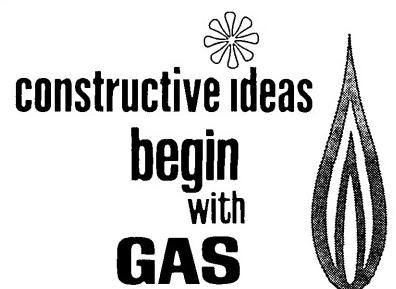
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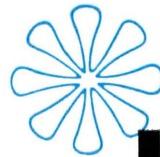
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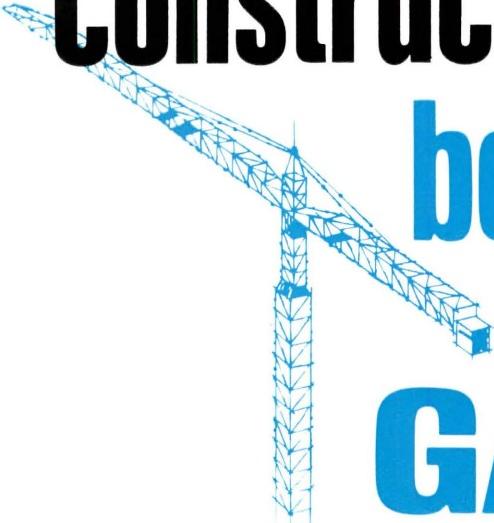


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Palm Beach Gardens
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Gulf Life Center

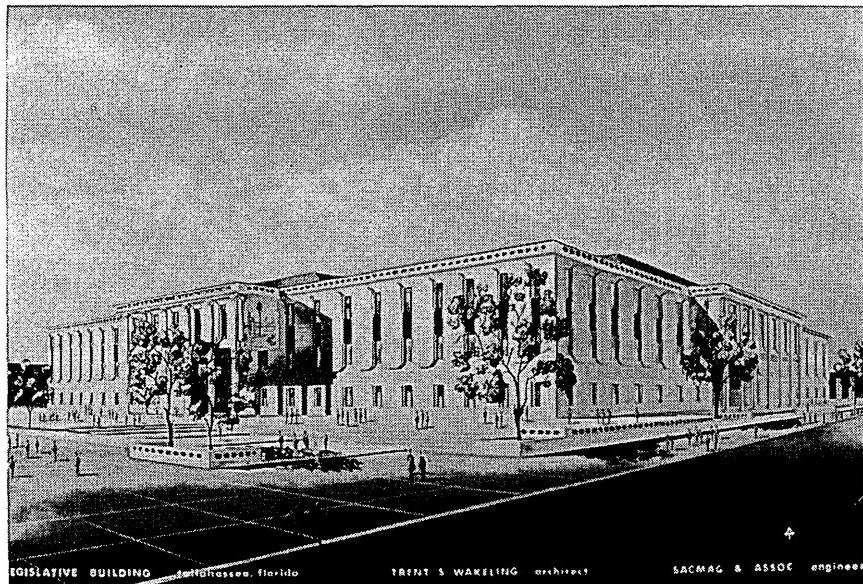


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PROPOSED LEGISLATIVE BUILDING



The proposed Legislative Building has created considerable controversy in recent months among legislators, professionals and other groups. The building is planned to be built on the north side of the Capitol in Tallahassee. Since a full-size photo of the proposed Legislative Building has not yet been made available, "The Florida Architect" is printing this photo of the model for your information. Comments from all of our readers will be appreciated.

How much does hot water cost you every month?

	OIL	GAS	ELECTRICITY
CLEARWATER	\$ 3.48	\$ 5.72	\$11.65
DUVAL COUNTY	\$ 3.13	\$ 4.79	\$ 9.60
GAINESVILLE	\$ 3.31	\$ 5.00	\$ 9.60
JACKSONVILLE	\$ 3.13	\$ 5.28	\$ 9.09
LEON COUNTY	\$ 3.26	\$ 4.10	\$11.66
OCALA	\$ 3.29	\$ 4.83	\$ 9.00
ORLANDO	\$ 3.48	\$ 6.79	\$ 9.90
ST. PETERSBURG	\$ 3.29	\$ 6.60	\$ 9.90
SARASOTA	\$ 3.66	\$ 6.99	\$ 9.72
TALLAHASSEE	\$ 3.26	\$ 3.77	\$10.69
TAMPA	\$ 3.29	\$ 6.78	\$10.94

These figures were compiled by an independent engineering research corporation. They represent the average monthly cost of heating all the hot water required by the average Florida family using the

three major fuels: oil, gas and electricity.

How much do you pay for hot water? Wherever you live in Florida, oil-heated water costs less!



OIL FUEL INSTITUTE OF FLORIDA

design accomplishment seminar

Jacksonville florida march 10, 11, 1967

The FAAIA has coordinated the DESIGN ACCOMPLISHMENT SEMINAR as part of your "continuing education program."

The intent of this educational seminar is to indicate the effort and correlation between "Design" and "Accomplishment." To achieve this intent, the seminar will utilize the Gulf Life Center, a 27-story tall building on a 12-acre St. John's River-front site across from downtown Jacksonville. The building is also the tallest, pre-cast, post-tensioned concrete structure in the nation.

Presentations by the panelists will place emphasis on design and how various offices and people resolved the production of the design. There will be no staging as such. Panelists will "sit with" participants all on the same level in a juxtaposition. A highlight of the two-day seminar is a complete tour of the Gulf Life Center on Saturday (buses provided).

Jan C. Rowan, editor of PROGRESSIVE ARCHITECTURE, will be the seminar moderator.

All participants are urged to be present both days of the seminar and to attend all sessions. The registration fee of \$17.00 includes two lunches and the dinner. Table-top exhibits by Producer Council members and other invited guests also will be featured.

Your place on March 10 and 11 is in Jacksonville at the *Thunderbird Motor Hotel* (5865 Arlington Expressway). Room reservations should be made directly with the hotel.

Registration forms to FAAIA members have been mailed.

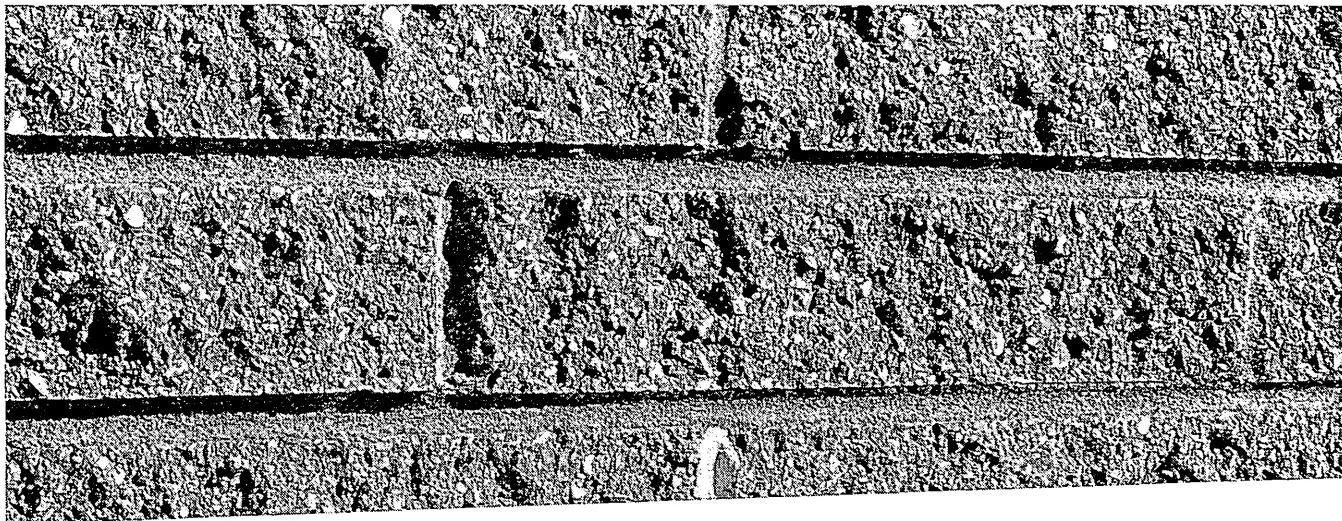
SEMINAR SCHEDULE

FRIDAY — MARCH 10, 1967

8:00 AM	Registration / Coffee / Visit Exhibits
9:30 AM	Prologue: Introductions
9:45 AM	CLIENT: Approach, Method, Problems Henry M. Schley, Vice President-Building, Gulf Life Insurance Company
10:15 AM	Audience Discussion / Jan C. Rowan, Moderator
10:45 AM	Coffee Break / Visit Exhibits
11:15 AM	ARCHITECT: The Design and Concept Story George S. Hammond, Project Architect, Welton Becket & Associates
12:15 PM	Audience Discussion
12:45 PM	Cocktails (Cash Bar) / Buffet Lunch / Visit Exhibits
2:00 PM	ENGINEER: Structural - Mechanical Innovations Richard Bradshaw & Associates
3:00 PM	Audience Discussion
3:30 PM	ARCHITECT: Production & Administration George S. Hammond, Project Architect, Welton Becket & Associates
4:30 PM	Audience Discussion
5:00 PM	Seminar Recesses
6:00 PM	Cocktails (Cash Bar) / Visit Exhibits
7:30 PM	Dinner
8:30 PM	Group Discussion with Panelists.

SATURDAY — MARCH 11, 1967

8:00 AM	Coffee / Visit Exhibits
9:30 AM	CONTRACTOR: Problems & Difficulties Wilbur Glass, Vice President, The Auchter Company
10:00 AM	Audience Discussion / Jan C. Rowan, Moderator
10:30 AM	TOUR OF GULF LIFE CENTER (Buses will be provided)
12:45 PM	Cocktails (Cash Bar) / Buffet Lunch / Visit Exhibits
2:15 PM	SUMMATION: Client / Architect / Engineer / Contractor
3:00 PM	Audience Discussion
3:30 PM	EPILOGUE: Moderator, Jan C. Rowan
4:00 PM	Adjournment



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LEVISON TO RECEIVE KEMPER AWARD

WASHINGTON, D. C., February 24, 1967—Robert H. Levison FAIA of Clearwater, Fla., has been named recipient of The American Institute of Architects' 1967 Edward C. Kemper Award for his "significant contribution to the Institute and to the profession of architecture."

The award, voted by the AIA Board of Directors, will be presented at the national convention in New York City May 14-18. It is given in memory of the late Edward C. Kemper, who was executive director of the Institute from 1914 to 1948.

Levison will also participate in the Investiture of Fellows, a ceremony which takes place on the final evening of the annual convention. He will be formally received into the College of Fellows, a lifetime honor which accompanies bestowal of the Kemper Award.

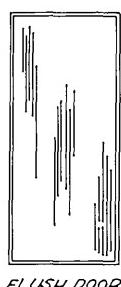
Levison is a partner in the architectural firm of Wakeling, Levison & Williams of Clearwater. Last July he completed a three-year term on the AIA Board of Directors as director of the Institute's Florida Region. He is serving this year as chairman of AIA's national Committee on Chapter Affairs. He has been chairman of the Institute's national Commission on the Professional Society, and a member of its Professional Practice and Resolutions Committees.

He is a former president of the Florida Association of the American Institute of Architects and the Florida Central Chapter of AIA. He is also a member and past president of the Architects League of Clearwater.

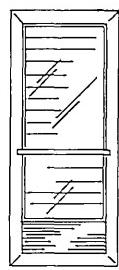
Long active in public service in Florida, Levison has been on planning and zoning boards of Clearwater and Pinellas County. He has served as chairman of the Clearwater Contractor's Examining Board, the Board of Adjustment and Appeals on Zoning, and the Replanning of the City Fire Zones. He is in his sixth year as chairman of the Pinellas County Contractor's Examining Board, and he is also serving as president of the Pinellas United Community Fund and as president of the Clearwater Chamber of Commerce.



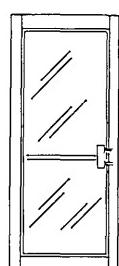
ALUMINUM DOORS



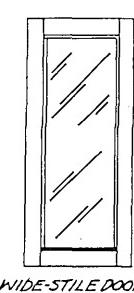
FLUSH DOOR



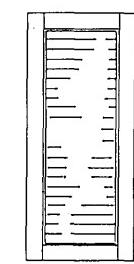
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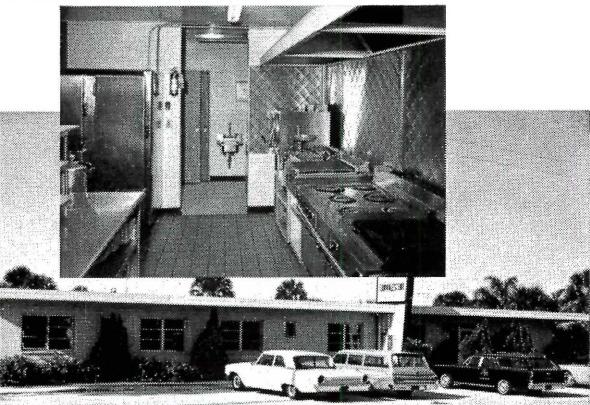




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—Mrs. C. E. Burnham
Manager, Davis Island Towers



GULF BEACH CONVALESCENT HOTEL ST. PETERSBURG BEACH, FLORIDA

"Changing over from a large fuel-fired water heater and storage tank to a 120-gallon flameless electric unit has given us much-needed extra space which was formerly wasted. It also eliminated the dirt and heat problem—by-products of our old fuel-fired water heater. In our 100% electric kitchen, the cooking equipment is easier to keep clean and much safer to use. Yes, we are sold on an all-electric operation."

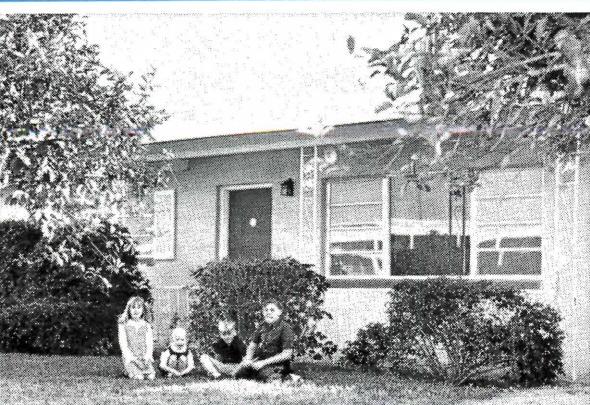
—Milton Spector
Administrator, Gulf Beach Convalescent Hotel



PATTON OFFICE BUILDING FORT WALTON BEACH, FLORIDA

"I'm thoroughly satisfied with the conversion to the year-round electric heating and cooling system that was installed in my office building in 1965. Maintenance has been practically negligible and there have been no more complaints about poor heat distribution from my tenants."

—Wayne Patton, Owner



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—Mrs. Raymond Thaggard

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New AIA Administrator Named

WASHINGTON, D. C., January 27, 1967—Frank L. Codella AIA, an associate partner in the architectural and engineering firm of A. M. Kinney Associates, Cincinnati, Ohio, has been appointed administrator of the Department of Professional Services of The American Institute of Architects, effective February 6, 1967.

Gold Medalist Named

WASHINGTON, D. C., January 27, 1967 — Internationally-known Architect Wallace K. Harrison FAIA, of New York City, has been selected by The American Institute of Architects to receive the 1967 Gold Medal, highest honor accorded by the professional architectural association.

Charles M. Nes Jr. FAIA, president of the Institute, announced the selection of the 71-year-old architect, whose noted projects include Rockefeller Center (with three other firms), the United Nations (as Director of Planning) and the new Metropolitan Opera at Lincoln Center.

Little to Architectural Advisory Panel

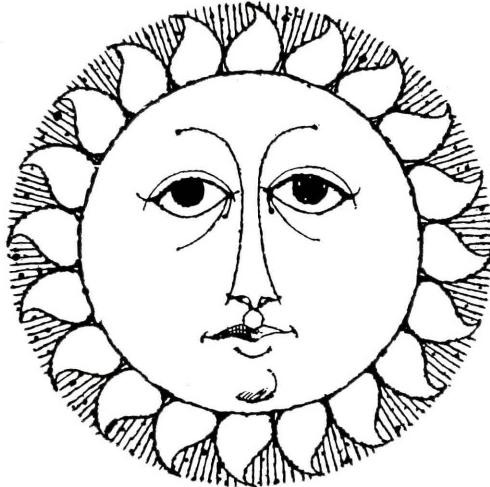
MIAMI — Mr. Robert M. Little, FAIA, has been appointed to serve as one of the ten architects on the National Public Advisory Panel on Architectural Services for the General Services Administration for a term ending December, 1968.

Emeritus Members

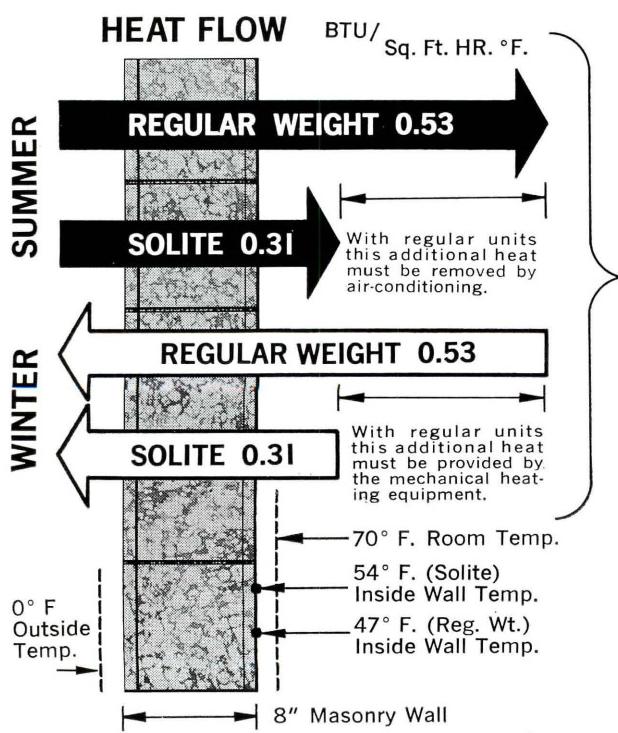
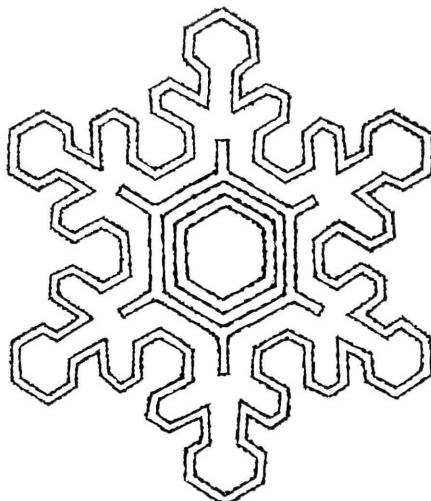
Two members have been given Emeritus standing by the AIA Board of Directors, effective February 3, 1967: Edgar S. Wortman, AIA, Palm Beach Chapter; and Elliott B. Hadley, AIA, Florida Central Chapter.

Kitchen Planning Workshop

A workshop on kitchen planning, outdated kitchens and financing will be held March 7 and 8, sponsored by the Florida Dietetic Association, Florida State Board of Health, Dade County Health Department, and Austin Hansen and Associates. The March 7 session will be held at Broward General Hospital in Ft. Lauderdale. On March 8, the workshop will be held in Hillsborough County Courthouse Auditorium in Tampa (this is a new location and corrects the location previously announced in "Contact.") Speakers will be Mr. Clem Maham, of the American Hospital Supply Corporation, and Joe Bergers, president of Fabricators, Inc., Dallas, Texas.



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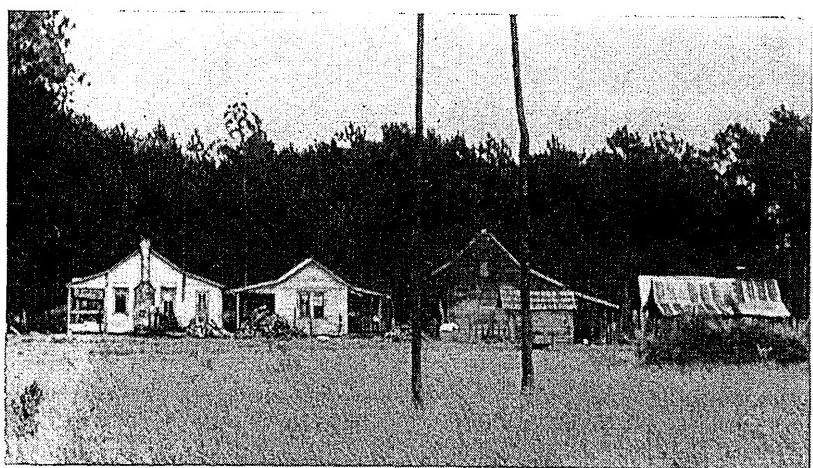
This heat flow (summer and winter) must be paid for in higher fuel costs and in larger heating and air-conditioning mechanical equipment.

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Primitive Architecture and the Florida Vernacular

Despite meager resources, primitive people have designed dwellings that successfully meet severest climate problems. These simple shelters often outperform today's structures.

In the building of his shelter, primitive man faces one supreme and absolute limitation; the impact of the environment in which he finds himself must be met by the building materials which that environment affords. The environment is scarcely ever genial, and the building materials are often appallingly meager. The Eskimo has only snow and ice; the Sudanese, mud and reeds; the Siberian herdsman, animal hides and felted hair; the Melanesian, palm leaves and bamboo. Yet primitive architecture reveals a very high level of performance even when judged in the light of modern technology. It reflects a precise and detailed knowledge of local climate conditions and a remarkable understanding of the performance characteristics of building materials locally available.

Of course primitive architecture, like primitive medicine or primitive agriculture, often has a magico-religious rationale that is of interest only to anthropologists. But its practice—that is, how things are done, as distinct from the reasons offered for doing them—is apt to be surprisingly sensible.

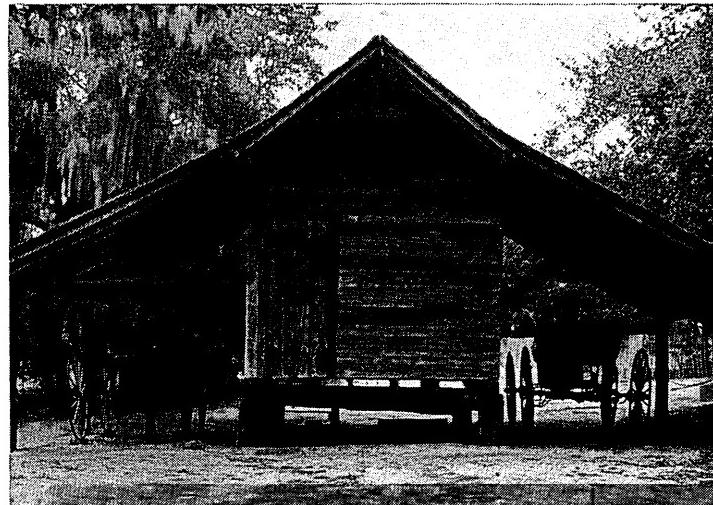
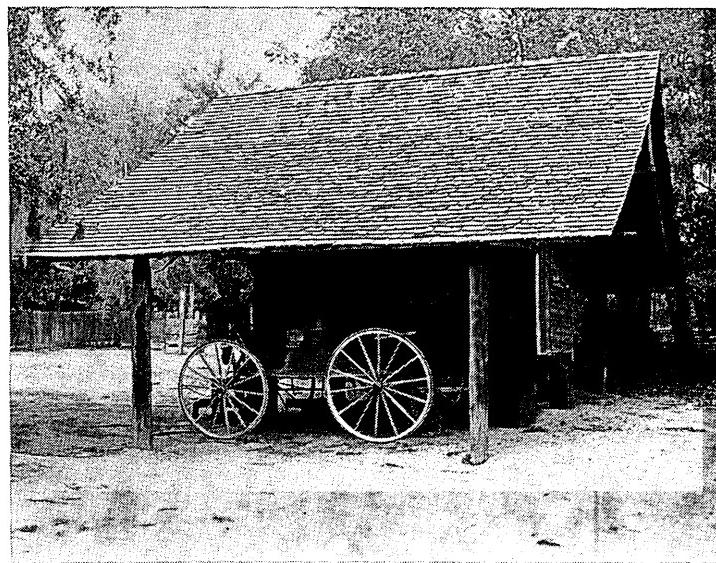
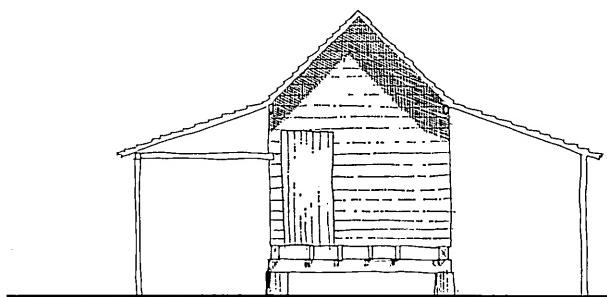
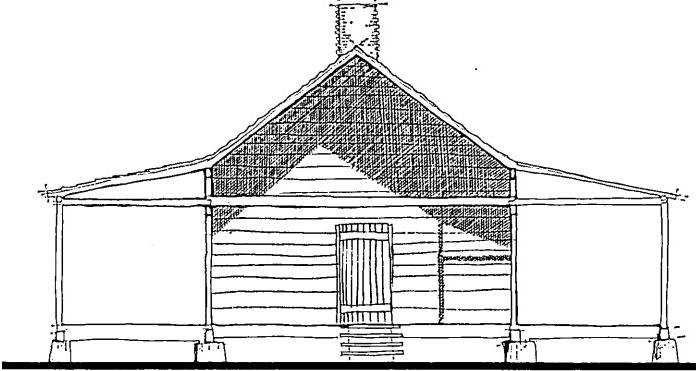
With the rapid industrialization and urbanization of the Western world, there is a growing tendency to minimize or ignore the importance and complexity of the natural environment. Not only is the modern architect quite removed from any direct experience with climatic and geographic cause-and-effect; he is also persuaded they "don't matter any more." Yet the poor performance of most modern buildings is impressive evidence to the contrary.

Thus Western man, for all his impressive knowledge and technological apparatus, often builds comparably less well than did his primitive predecessor. A central reason for his failure lies in consistent underestimation of the environmental forces that play upon his buildings and cities, and consistent overestimation of his own technological capacities. Still, the worst he faces is a dissatisfied client. When the primitive architect errs, he faces an unforgiving Nature.

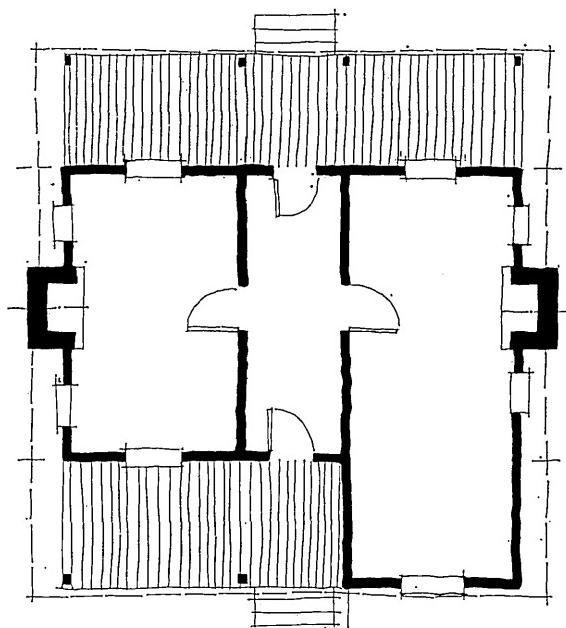
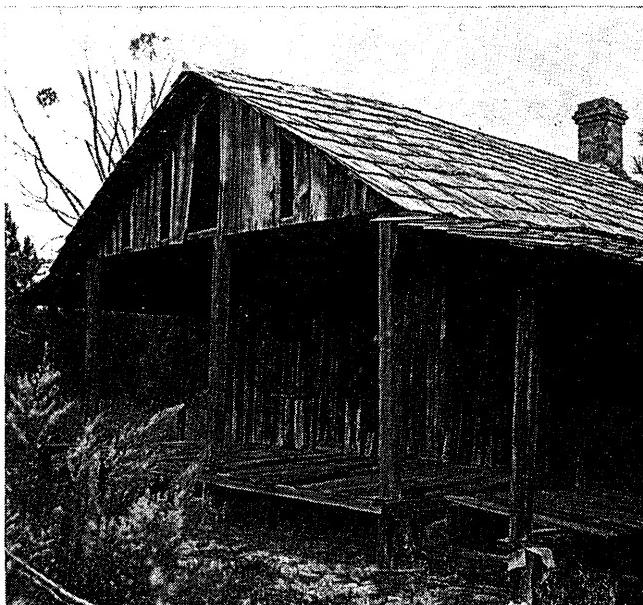
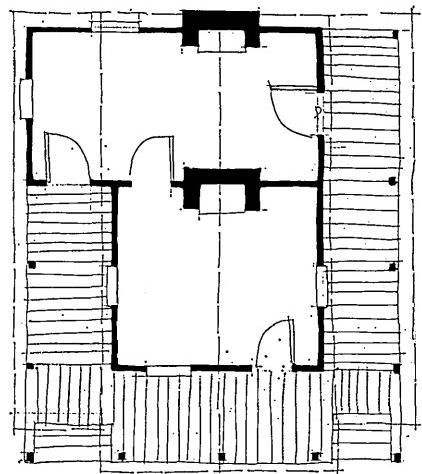
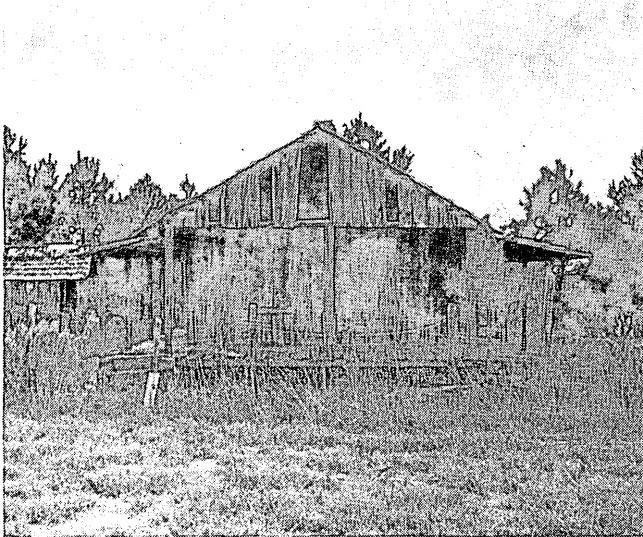
A few definitions are perhaps in order. As used here, the term "primitive" describes the buildings of preliterate societies, whether historical or current, whose general knowledge comes by word of mouth, whose training is by apprenticeship, whose industry is handicraft and whose tools are pre-Iron Age. Although the folk architectures of modern civilization often display the same kind of pragmatic sagacity as the primitive, they are of a qualitatively different order. The iron tools and the measurement systems of civilization immediately introduce factors such as modular building material and repetitive structural systems which are antithetical to the plasticity of primitive structure. Literacy, on the other hand, introduces the disconcerting concept of a spectrum of building styles—an inconceivable situation to the primitive architect, to whom it never occurred there is more than one way to build. It is obvious that even primitive structures must have evolved gradually over millennia, but the primitive architect was spared this forgotten history of styles.

The Florida pioneer was truly a primitive architect. The following photographic essay will show the evolution of typical Florida pioneer structures over approximately 100 years.

Dan Paulk Branch, AIA



Top: Elevation comparison,
house and buggy shed. Cen-
ter: Side view. Bottom: Bug-
gy shed, one-cell, porch space
replaced by cart parking.

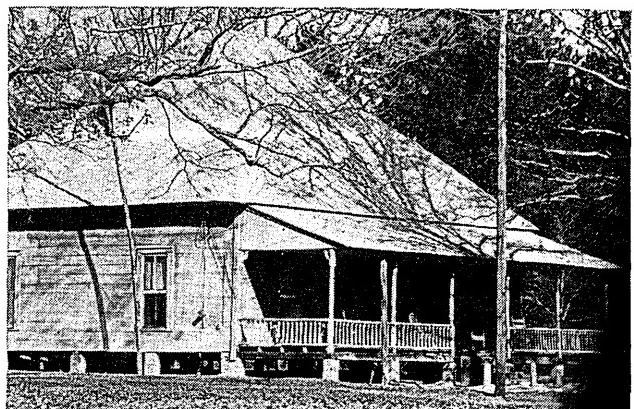
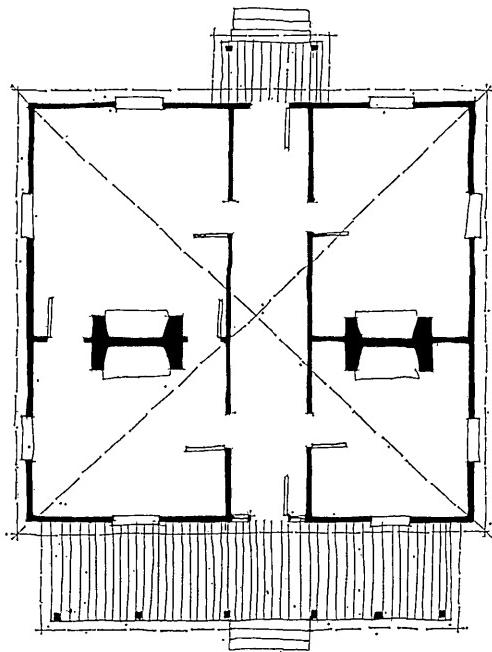
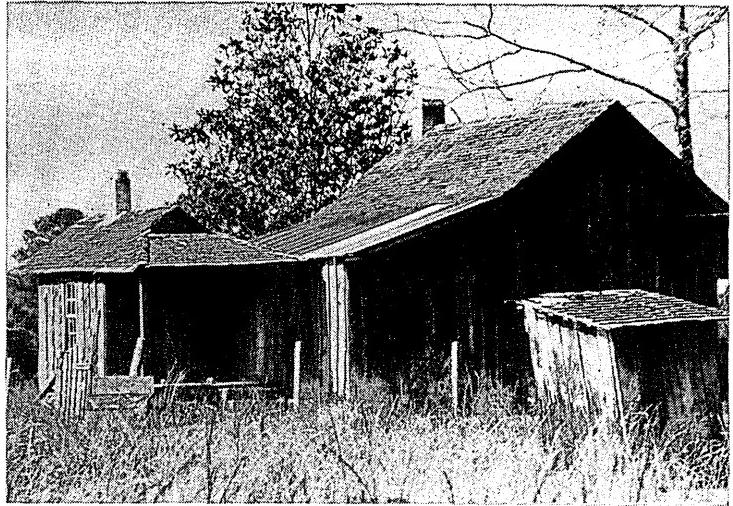
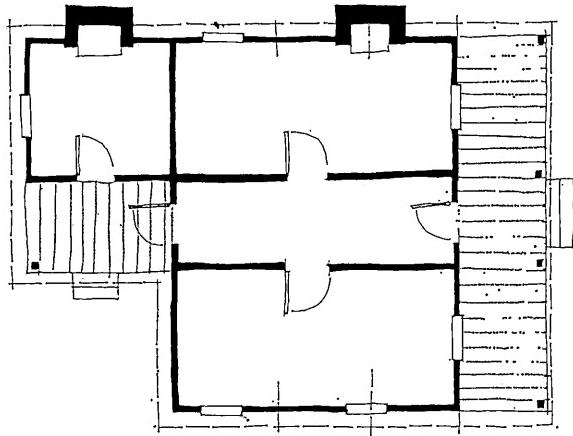


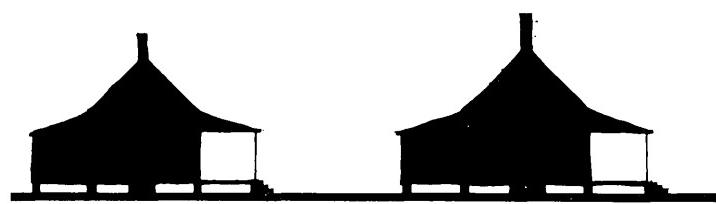
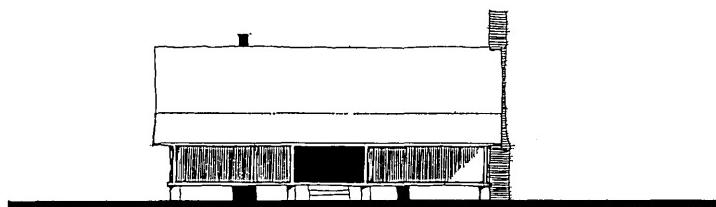
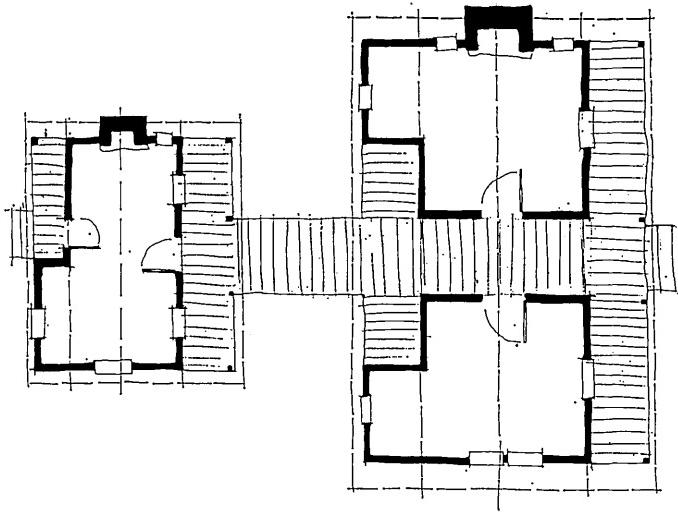
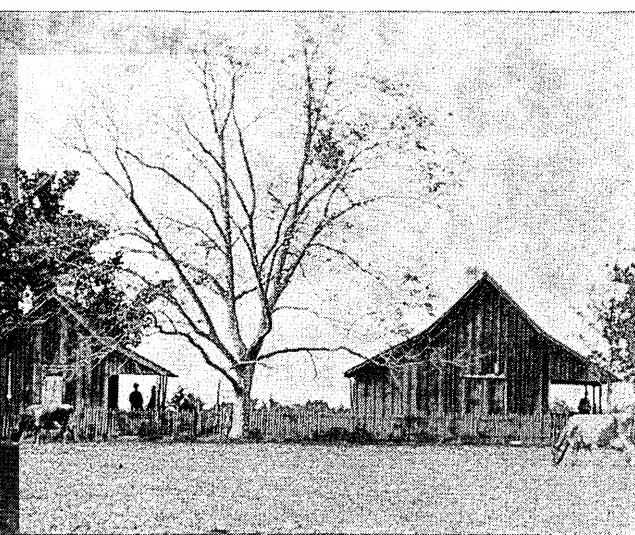
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Top left: Two-cell with 2 fireplaces, 3 sides, porch. Center: Detail of house. Bottom left: Three-cell with 2 fireplaces, 2-part house with center circulation, porches 2 sides front and rear. Top right: Plan of two-cell house with two fireplaces, 3 sides, porch. Bottom right: Plan of three-cell house with 2 fireplaces.

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Top left: Plan of four-cell with 2 fireplaces. Bottm left: Plan of basic 4-part with center circulation. Top right: Four-cell with 2 fireplaces, 2-part house with center circulation. Top right: Four-cell with 2 fireplaces. 2-part house with center circulation, addition of another room at rear, porches 2 sides front and rear. Bottom right: Basic four-part with center circulation.





Top left: Basic 2-part house with added component, open link. 2 cells with center circulation, 2 porches and link to separated kitchen unit. Center left: Elevation of above. Bottom left: Details of above. Top right: Plan of basic 2-part house. Center right: Drawings of front elevation and basic form of basic 2-part house.

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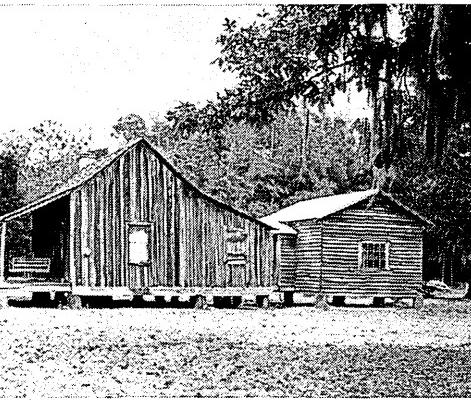
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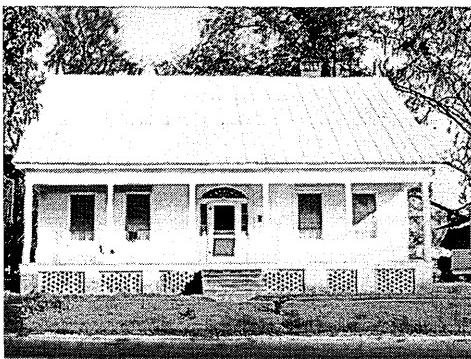
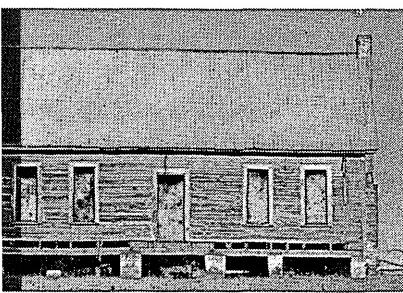
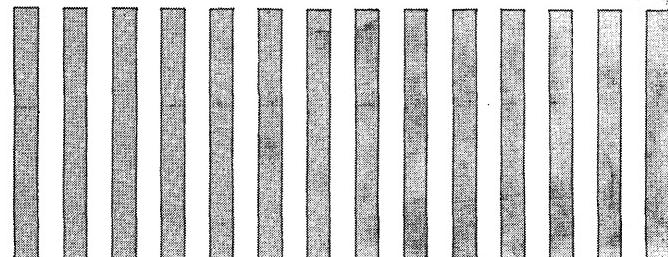
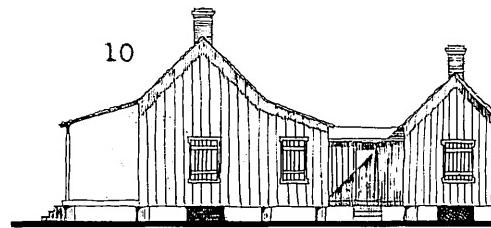
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Left, top to bottom: Basic 2-part house with added component, enclosed link; Front facade evolution, center circulation; enclosed with entrance off center, 2 windows; Center circulation, symmetrical window treatment, rural version; Center circulation, symmetrical window treatment, town version. Top right: Elevation of basic 2-part house with added component, enclosed link.